

# Storage Developer Conference

# SDC 20

*BY Developers FOR Developers*

SNIA

## About the Virtual Conference September 22-23, 2020

Produced since 1998, SDC brings together solution-seeking developers, engineers, architects, product/program managers, and technical marketing managers for technical deep dives and unparalleled networking.

### Expected Attendance

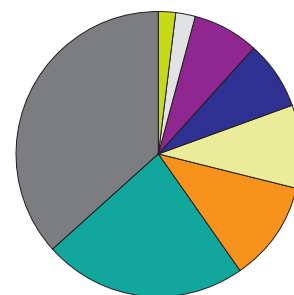
# 300+

### Hot Topics



- Persistent Memory
- Computational Storage
- Hyperscaler
- Object Drive
- NVMe
- NVMe-oF

### Who Attends SDC?



Engineer	36%
CTO, CEO, VP	23%
Architect	12%
Director	9%
Technologist	8%
Manager	8%
Media	2%
Research	2%

### Top 3 Reasons People Attend SDC

- Technical Content
- Learning Industry Trends
- Networking

### 2019 Website Analytics

80K+  
page views

32K+  
unique page views



### Attendee Feedback

“It’s the best forum for storage developers. Period.”

“I am really impressed by passionate and open discussions about technology.”

“One of the very best professional events in our industry, no question.”

“This type of conference is great for real working conversations.”

“Every part of the event provided value to me. I was uniformly impressed with the content, depth and breadth of knowledge, and enthusiasm of the speakers.”

“The opportunity to listen to and participate in the in-session, hallway, meal table, and BOF discussions was so valuable.”



# 100%

of attendees would recommend attending this conference to a colleague

### 2019 Sponsors

Intel	SerNet
Toshiba	SNIA SSSI
Radian	SNIA SMI
Supermicro	Arm
Amazon	Microsoft
NGD Systems	NetApp
OpenSDS	

[www.storagedeveloper.org](http://www.storagedeveloper.org)



# SDC Virtual Sponsorship At-a-Glance

Sponsorship Level	Underwriter	Platinum	Gold	Silver	Contributing
SNIA Member	\$10,000	\$7,500	\$5,000	\$2,500	See below
Non-SNIA Member	\$12,000	\$9,000	\$6,500	\$3,500	See below
Packages Available	1	4	8	unlimited	unlimited
Entitlements					
Virtual Keynote Presentation	✓	✓			
Virtual Breakout session presentation			✓		
Sponsorship Level Designation on conference website	✓	✓	✓	✓	✓
Webpage in SDC Virtual Expo to post collateral and videos, with a dedicated slack room for attendee interaction	✓	✓	✓	✓	
Option to host a Birds-of-a Feather session	✓	✓	✓	✓	
Option to sponsor attendee give-away items	✓	✓	✓	✓	
Announcement in SNIA Matters Newsletter	✓	✓	✓	✓	
Complimentary company registrations	Unlimited Company and 15 guest/partners	15	10	5	1
Company description on SDC website	300-word	200-word	200-word	50-word	50-word
Contact information of attendees who have opted-in	✓	✓	✓	✓	

Contributing Sponsorships include entitlements listed above and give sponsor a choice of sponsoring various conference-related items including conference shirts, thumb drive (with or without conference presentations pre-loaded and/or sponsor material), bags, backpacks, wireless phone chargers, and branded Amazon gift cards.